

## ORDER



**Orders**  
**Order / Rev:** 199956  
**Alt Order #:**  
**Product Desc:** 8/22-8/26 KAINE FOR SENATE 2012  
**Estimate:** 11644  
**Flight Dates:** 08/22/12 - 08/26/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** REG

**WVBT**

**Primary AE:** WVBT National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/M

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	6	\$6,700.00	\$5,695.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$6,700.00	\$5,695.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$6,700.00</b>	<b>\$5,695.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	08/22/12	08/22/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--W----		1			\$2,000.00		0.00				
N 2	WVBT	08/22/12	08/24/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--111--	:30	3	\$1,000.00	P1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--111--		3			\$1,000.00		0.00				
N 3	WVBT	08/25/12	08/25/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$700.00		0.00				
N 4	WVBT	08/26/12	08/26/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S		1			\$1,000.00		0.00				
													Totals	6	\$6,700.00